As the newspapers are in the private sector, the Government does not interfere with their working. However, the advertisement policy of Directorate of Advertising and Visual Publicity provides, inter-alia, such advertisements which offend the socially accepted norms of public decency and morals, would not be issued to newspapers. Further the, Press Council of India has, through several of its adjudications, laid down that newspapers/periodicals should not publish any thing which is obscene, vulgar or offensive to public taste. This includes advertisements containing what is unlawful or contrary to good taste or journalistic ethics or proprieties. Besides, a code of conduct in the form of 'Advertisement-Ethics and Code of Medical Standards' has been formulated by the Indian Newspaper Society for guideance of its members in matters relating to advertisements.

(d) No such Board exists under this Ministry.

(e) Does not arise.

Four Nations Cricket Tournament on Doordarshan

2094. SHRI S. MUTHU MANI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the total amount earned by the Doordarshan by way of advertisement during the Final Cricket match of the Four Nations Tournament on 17th September 1994;

(b) how many sponsors came forward to sponsor the said tournament and how many firms were allowed to sponsor;

(c) what is the amount charged for each slot duration-wise;

(d) how many slots have been shown during the said tournament and how many slots of the sponsors were allowed to telecast company-wise and product-wise; and

(e) what is the total amount earned by showing the title during the said final?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) to (e) The marketing of the four nations cricket tournament was awarded to M/s. Nimbus Communications Pvt. Limited on a minimum guarantee fee of Rs. 3.42 crores net after inviting bids from registered marketing agencies. Doordarshan did not book any commercials nor allotted sponsorship for the matches. The guarantee money of Rs. 3.42 crores has already been deposited with Doordarshan by M/s. Nimbus Communications. The information regarding the total revenue generated from the tournament is being compiled and shall be laid on the table of the House.

Liquor and Cigarette Advertisements by Cable TV Network

2095. SHRI RAJNI RANJAN SAHU: SHRIMATI VEENA VERMA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Cable Television Network operators have resorting to large-scale advertisements of liquor and cigarettes to make money taking advantage of absence of specific clause barring liquor and tobacco advertisements under the Cable Television Networks (Regulation) Ordinance; and

(b) if so, what steps Government have taken to prevent such advertisements, affecting the health and morality of the posterity?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Government is aware that many foreign satellite channels carried by cable operators in India carry such advertisements.

(b) While AIR and Doordarshan do not permit advertisement which relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants, there is at present no proposal to ban the carriage of such advertisements by cable television network by amending the programme/advertisement code prescribed under the Cable Television Networks Rules, 1994.

National Film Forum

2096. SHRIMATI VEENA VERMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have set up a National Film Forum;

(b) if so, its constitution, functions and objectives; and

(c) what are the details of its deliberations so far?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) and (b) Government have decided to have meetings with the representatives of film industry periodically to discuss vairous issues/problems of film industry that may arise and find ways and means of resolving them. No other specific terms and conditions or time-limit as such have been prescribed.

(c) In the only meeting held so far, issues such as the Cable Television Networks (Regulation) and Consumer Protection Act etc. were raised by the film industry.